

For smokers who inhale...

(and *all* smokers inhale *some* of the time)

Observe this difference between Philip Morris
and other cigarettes*:-

THE FOUR OTHER LEADING BRANDS WERE ALIKE IN
ONE RESPECT—THEIR IRRITANT QUALITIES AVERAGED
TWO HUNDRED AND THIRTY FIVE PER CENT HIGHER
THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS!
FURTHER — THE IRRITANT EFFECT OF SUCH CIGA-
RETTES WAS OBSERVED TO LAST MORE THAN FIVE
TIMES AS LONG!

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1931, 32, 241-245.

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